



SizeSense

The Fit Pack

8 Proven Strategies to Reduce
Returns for Your Fashion
E-commerce Store





Why Getting Sizing Right is the Smartest Business Decision a Fashion Brand Can Make

According to AfterShip 75% of returns in 2023 were for clothing and accessories. And here's another staggering number: for apparel brands, returns represent a \$218 billion per year problem.

The cost of processing each return can range from 20% to 65% of the item's original value, depending on factors such as shipping, restocking, and potential loss of resale value.

Here's what the numbers reveal:

- 52% of fashion e-commerce orders are returned, primarily due to poor fit.
- 25% of those returned items never make it back to stock - they go straight to landfills or liquidation.
- Every return generates approximately 0.5 kg of CO₂ emissions through transport, warehousing, and repackaging.
- Customers are 80% less likely to return after a positive fit experience. And 1 in 5 will never shop again after a poor one.



And yet... sizing is still neglected.

Fashion brands rely on static size charts or outdated fit models that don't reflect real customer diversity. Even worse, some brands still don't provide product-specific measurements or transparent fit information on their ecommerce stores - creating a guessing game for the customers.

In an industry under increasing pressure to reduce waste, deliver better experiences, and increase repeat purchases, can brands really afford to keep gambling on fit?



The Fit Pack was created to help forward-thinking brands take action.

Inside, you'll discover:

- *Why Size Isn't Just a Number - and Why the Fit Problem Is So Hard to Solve*
- *Why Standardization in Sizing Isn't Possible*
- *How to create a truly size-inclusive brand*
- *Why inverted triangle and apple-shaped women struggle to find clothes that fit*
- *How to solve the fit problem?*
- *What makes [SizeSense.ai](#) special*
- *How to deal with customers who always insist they are a smaller size*
- *8 Proven Strategies to Reduce Returns for Your Fashion E-commerce Store*
- *What you need to make your brand ready to use [SizeSense.ai](#)*



Why Size Isn't Just a Number - and Why the Fit Problem Is So Hard to Solve

Ever wondered why you're a size M in one pair of jeans and a size L in another - even from the same brand?? The truth is, sizing isn't as simple as measurements - it's influenced by two key factors:

1. Fabric Elasticity

Stretchy fabrics can drastically change how a garment fits. A pair of jeans with high elasticity may feel looser, while rigid denim may require a size up - even if both claim to be the same size.

. Wear Preference

Some people prefer a snug, body-hugging fit, while others prefer looser, relaxed styles. I've seen women squeeze into ultra-tight jeans just because they like that second-skin feel - even if a larger size would technically "fit better."

This is why a "true size" isn't always possible. Instead of chasing a perfect number, brands should focus on helping customers find what feels right for their body and style.



Why Standardization in Sizing Isn't Possible

I often hear people say there should be standardization in sizing - but here's why that's not realistic.

One of **the hardest fit algorithms I had to create for our size recommendation tool was for jeans and pants**. Why? Because sizing isn't just science - it's deeply connected to fabric elasticity and customer wear preferences.

During my research, I ran two types of tests:

1. I measured women's existing low-waist, mid-waist, and high-waist jeans and pants including fabric elasticity, along with their body measurements.

. I visited shopping malls with friends and coworkers, asking them to try on different sizes of the same style of jeans - again measuring their body and the garments, including fabric elasticity.

Here's what I discovered:

➡ **30% of women intentionally chose jeans that were tighter than their actual size.** For some, I couldn't imagine how they could sit comfortably all day in those ultra-fitted jeans - yet they preferred that skin-tight feel.



➔ **Women with pear-shaped bodies often favored jeans with high elasticity** to achieve a snug waist fit while still accommodating their hips.

So, how can we assign a "true" size to a garment when:

💡 **Fabric elasticity drastically changes how it fits.** More elastic fabrics can feel looser, even if the size technically matches the customer's measurements.

💡 **Personal preference plays a huge role.** Some customers prefer a snug fit, while others choose looser styles. If a garment runs slightly bigger and the customer prefers a tight fit, they're likely to return it.

💡 **Size stigma influences choices.** Many women feel pressured to wear smaller sizes and will intentionally squeeze into overly tight, elastic clothing to avoid going up a size.

These factors make it impossible to assign a single "true" size - because sizing isn't just about numbers; it's emotional, personal, and influenced by factors beyond simple measurements.



The reality is, sizing can't be standardized because fit isn't just about numbers - it's about comfort, preference, and the way a garment interacts with the body.

This is why accurate size recommendation tools installed on fashion ecommerce stores are crucial.

They don't just match numbers; they consider elasticity, body shape, and wear preferences - the key factors that make one size feel "just right."



How to Create a Truly Size-Inclusive Brand

67% of women wear a size 14 or larger.

Yet shopping for **plus-size clothing** remains **frustrating**. My friends often tell me how hard it is to find brands that carry larger sizes - and when they do, the fit is often wrong.

Why Does This Happen?

- **Brands Don't Have Accurate Customer Data**

Without real, updated size charts based on customer measurements, brands can only guess what their size ranges should be.

For example, a brand might assume a size Large fits certain measurements, but reality often tells a different story.

- **Brands Lack Tools to Predict Which Sizes to Carry**

Without data, brands miss insights like which styles customers in particular size and body shape are actually looking for. As a result, they overlook a major market opportunity.



The Consequences?

- **Most size charts are designed for an hourglass body shape**, making it difficult for customers with different body shapes to find a proper fit.

- **Linear grading (increasing each size by the same amount) fails in plus sizes** because body proportions shift as sizes increase. Most plus-size women aren't hourglass-shaped, yet brands continue using this flawed system.

How Data Transforms Sizing?

At my former fashion brand, we offered sizes XS to 4XL. At first, plus-size returns were high. But once we started collecting customer data, we discovered the real measurements of our customers and we saw that our linear grading system didn't align with real customer measurements.

By adjusting our size charts, our return rates dropped significantly.

✓ **Better data = better fit = happier customers.**

Size recommendation tools should do more than suggest sizes - they should help brands create clothes that actually fit their customers. This is what we try to achieve with SizeSense.ai and this next on our development roadmap.



Why Inverted Triangle and Apple-Shaped Women Struggle to Find Clothes That Fit

How can a woman with a bust fitting size Large, a waist fitting size Medium, and hips fitting size Small find the right-fitting dress on your website if all you provide is a general brand size guide or, at best, a product-specific size chart?

How can a woman with an inverted triangle or apple body shape find the right size if her measurements fall into different size ranges from your size chart?

Brands and marketplaces often think they've solved the **"What size am I?"** question by offering product-specific size charts.

Unfortunately, most of these size charts are based on assumptions: that the bust and hips are almost equal, with the waist being the smallest part, which implies an hourglass body shape. But **only 8-10% of women fit this body type.**

So, **how do the other 90% find their size?** Well, they gamble by ordering three sizes, returning two of them.



The problem? **Customers often can't pick the right size online because they lack crucial information like fabric elasticity, for example.**

And even if you show them how to measure themselves, the task becomes nearly impossible **when their have to consider their body shape, elasticity, clothing design and wear preferences into the calculation.**

If you're not using accurate size recommendation tools that match customers' measurements with a product's true dimensions - while also accounting for body type, fit preferences, design, and fabric stretch - then educating them on how to measure themselves or offering a size chart won't help much for about 90% of your visitors.





How to Solve the Fit Problem?

A \$218 Billion Problem in the fashion industry: I own two pairs of trousers from the same brand - one UK10 and one UK14 - and they fit exactly the same. How can I find the right size without ordering three sizes and still shop sustainably?

One of the biggest challenges in the fashion industry is inconsistent sizing and clothing that does not fit, as I mentioned previously.

Inconsistency occurs not only between brands but also within the same brand.

Let me share my experience: I have Zara jeans in sizes ranging from EU34 to EU40, yet my weight has been one and the same for the past 15 years (except during pregnancy).





2 Reasons Why Size Inconsistency Happens:

- **Reason #1: Product Development and Manufacturing Obstacles**

After years in manufacturing and ateliers - as a seamstress, product developer, brand owner, designer, and pattern maker - I can confirm this is a common issue. If you've held any of these roles, you'll likely agree.

During product development and production, keeping measurements true to tech specs is tough.

Mistakes in pattern making, faulty samples, fabric shrinkage, and seam allowance variations can all affect the final fit. Even when brands and manufacturers follow size guides, the end product may not match the chart.

- **Reason #2: Fabric elasticity**

Two identical products from the same pattern can fit differently if the fabric stretches differently. Often, brands don't adjust patterns when changing fabric using the same pattern (saving time and money, more samples, etc.), leading to inconsistent garments.



The magic of well-fitted clothing comes from carefully balancing design, ease allowances, and fabric elasticity. When that process is skipped, you end up with two pairs of pants - same design, different sizes.

It's why size recommendation tools that ignore fabric elasticity are USELESS.

This is why we built SizeSense.ai.

After creating thousands of made-to-measure garments and building a deep understanding of fashion design, patternmaking, and running a brand, we realized that no existing size recommendation tool accurately solves the sizing problem. That's why we created SizeSense.

SizeSense.ai addresses these issues by first aligning the customer's measurements with the product's actual measurements. Then, the software considers the customer's body type, wear preferences, product design, and fabric elasticity. It applies extra rules to deliver a precise, personalized size recommendation according to customers' wear preferences.



SizeSense

Unfortunately, customers often can't choose the right size online without the help of size recommendation tool because they lack crucial info like fabric elasticity - and even if they had it, most wouldn't know how to use it.

That's the gap [SizeSense.ai](#) fills.



But finding an accurate size recommendation tool can be a daunting task...

Installing an inaccurate size recommendation tool on your website could actually cost you sales.

Here's why fashion brands should avoid size recommendation tools that make these mistakes:

✗ No 1:1 alignment between clothing and customer body measurements

Generic size recommendations fail to account for each garment's unique measurements, design, and manufacturing variations. They do not consider the size inconsistency between the brands and within the brand. When this happens, customers end up with the wrong fit - leading to lost sales.

✗ Ignoring elasticity into size calculation

A pear-shaped customer shopping for stretchy jeans may be told they won't fit if fabric stretch isn't considered by the size recommendation tool - again this costing the brand a sale!



✗ **Overlooking clothing design**

A customer may wear one size in a loose, elastic dress but need a size or two up for a non-stretch shift dress. This difference can make or break a sale. So if a size recommender does not consider the design of the clothing - well, guess, they might giving wrong recommendations to your customers.

✗ **Ignoring body shape**

Two people with the same height and weight can have very different proportions, which directly affects how clothes fit them. Accurate size recommendations should account for this variability. Size recommendation tools that calculate the size by only asking customers for their height and weight cannot give precise recommendation - so they may mislead your customers.

✗ **Neglecting fit preference**

17% of women prefer fitted clothing, 20% prefer a looser fit, and the rest opt for a regular fit. Ignoring this can lead to wrong fit recommendations and lost sales.

In today's market, it's too late to experiment with inaccurate size recommendations, especially when returns are skyrocketing at an unprecedented rate.



The time to fix the sizing problem is now - before returns continue to grow and damage our planet and your brand's bottom line.

What makes SizeSense.ai special

How the other size recommendation tools work?

Existing solutions resort to three main methods. Some analyze past customer purchases. Others match size guides across brands. A third group bases recommendations on customer data with similar height and weight profiles.

Do these methods have some statistical value? Yes.

Are they truly accurate? Absolutely not.

These methods don't work for a reason

- **Past Purchase Analysis** assumes past choices reflect current sizing needs, ignoring changes in body shape and measurements. It overlooks how fabric elasticity and clothing design affect size.
- **Brand Size Matching** faces inconsistencies in sizing across brands, making accurate matches challenging over time.



- **Customer Input and Comparison**, while appealing, doesn't ensure accuracy based solely on height and weight. It overlooks individual body shapes and fit preferences, often leading to unreliable recommendations.

Why Size Sense is best-in-class size recommendation tool?

Our process is more attentive and refined. First, we use the actual measurements of both the garment and the customer. We combine this raw data with the customers' fit preferences. Second, we add our expert knowledge of style and pattern-making, as well as the material properties of what the piece of clothing is made of. Only then do we determine if and how it will fit.

The result?

Size Sense scores an unmatched 94% certainty on whether the product will fit properly. Additionally, our tool can advise customers on why neighboring sizes are incompatible.



How Size Sense works

- 1:1 alignment of customer body measurements with the measurements of the specific clothing being considered by your customer.
- Considers both customer body measurements and shape. This allows for a perfect fit so every customer looks great no matter their figure.
- Provides tailored recommendations considering fabric elasticity, clothing design and customer's preferences.

But wait you may wonder what about:



Customers Who Always Insist They Are a Smaller Size

During a SizeSense.ai beta test with one brand, we talked about a common challenge:

How do you explain to a customer that they are not a size S - without making them feel bad?

I have to admit, I struggled with this too when I had my own fashion brand.

Customers would come in, head straight for a size S - but when we asked for their body measurements, it was clear they needed a size or two or even three sizes larger.

It's a delicate situation. No one wants to hear they aren't the size they believe they are.

So how can brands deal with this, without falling into body shaming?

What you can do - find below:



8 Strategies to Reduce Returns for Your Fashion E-commerce Store

1. Use SizeSense.ai

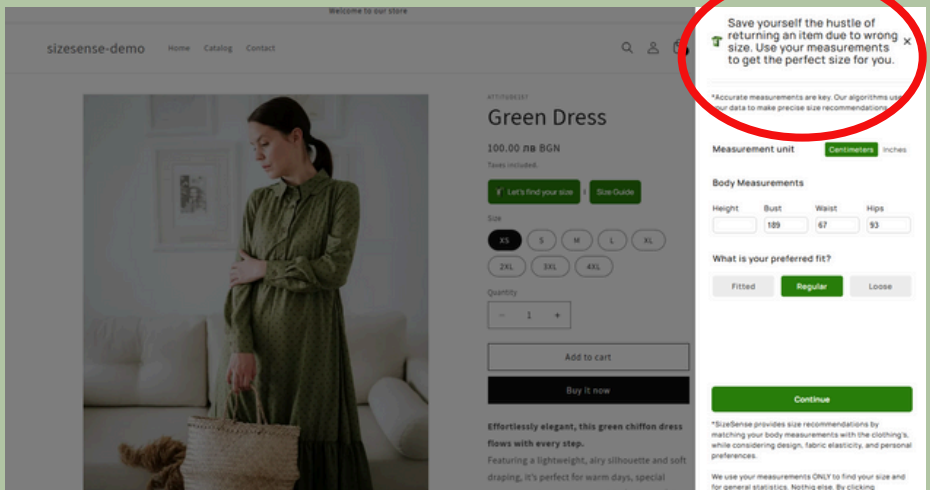
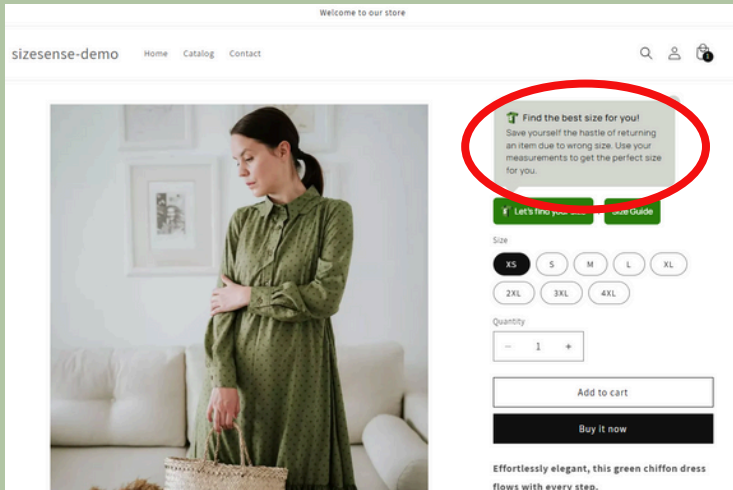
Having an accurate size recommendation tool like SizeSense on your website is crucial for reducing returns - it's the only tool that factors in fabric elasticity when determining the right size.

SizeSense provides 1:1 alignment between a customer's body measurements and the specific garment they're considering - factoring in body shape, fabric elasticity, design details, and personal fit preferences to deliver highly accurate, tailored size recommendations.

2. Educate customers

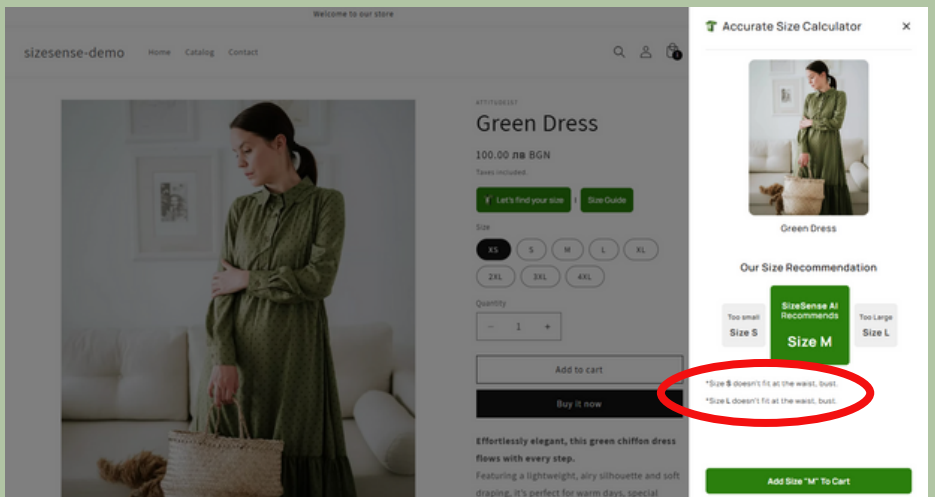
Explain to your customers why finding the right size matters — not just for their convenience, but for the planet. Returns are costly, both financially and environmentally. Most customers don't realize how harmful they can be until someone shows them. That's why education is key. Share your sustainability goals, your commitment to reducing waste, and how a smaller footprint starts with fewer returns.

With SizeSense, you can deliver gentle, educational messages throughout the customer journey — helping them choose the right size while building awareness and trust.



3. Provide supportive, well-explained answers that clearly show why certain sizes may not fit them.

Some customers may insist they're a smaller size - and yes, sizing can be a sensitive topic, especially for women. But by offering kind, fact-based explanations can help them understand the reasoning. When customers feel informed rather than judged, they're more likely to trust your recommendation - and ultimately, feel better in the clothes they choose.





4. Getting the Right Customers Is the First Step to Making the Fit Work

SizeSense tells a brand's customers when a particular product won't fit. SizeSense is honest.

If it can't recommend a size due to a mismatch in body measurements or body type, it will say so - instead of offering a guess just for the sake of making a sale.

Most other size recommendation tools always give a size, even if it's not accurate. And once they assign you a size, they often apply that same size across all products on the website.

But that's unrealistic - you can't be the same size for every product, especially if your body type isn't hourglass.



5. Offer "Free Returns" Only to Customers Who Used SizeSense.ai for their purchase.

Encourage intentional shopping. We recommend offering "Free Returns" only to customers who actively try to find their right size before completing the order. Highlight your size recommendation tool on your product pages and offer free returns only to those who use it.

6. Educate Customers in Your Order Confirmation Emails

When someone places an order, use your confirmation email to share your sustainability goals - and if the customer didn't use a size recommendation tool, kindly ask for their body measurements so you can double-check the sizing and ensure the best possible fit.

Helping customers find their best fit isn't about body shaming. It's about giving them the information they need to feel comfortable, confident - and respected.



8. Do not put labels "True to size" next to your products

Fit isn't just about measurements. It's about fabric. Body shape. Elasticity. Style. Personal preference. It's emotional as much as it is technical or just a simple mathematical calculation.

Let me tell you a simple story:

Two women. Same bust, waist, and hip measurements.

Woman A loves tailored, fitted clothing. She wants her blazer to fit perfectly at the waist.

Woman B prefers a loose, relaxed fit. She wants her clothes to move with her, not cling to her.

Same body. Different sizing needs.

If both women buy the same "true to size" jacket, only one will be happy. The other will feel disappointed - not because the sizing was wrong, but because the fit didn't match her expectations.

This is why "true to size" is a myth. True to whose wear preferences?



Bonus Tip: **Ask customers, when leaving a review, if they're comfortable sharing their body measurements and how they prefer their clothes to fit.**

- Make it optional and respectful
- Explain why you're asking
- Tell customers that this info helps future shoppers find the right fit — and reduces returns. Transparency builds trust.
- Keep it simple



What You Need to Make Your Brand Ready for SizeSense.ai

Are you ready to reduce returns and improve customer satisfaction with SizeSense.ai?

Here's what you need to get started:

1. Shopify Store

Currently, [SizeSense.ai](#) is available exclusively for Shopify stores. [SizeSense.ai](#) will soon be available for installation directly from the Shopify App Store!

We're currently wrapping up our beta testing phase, which means the link is still unlisted for now. But don't worry — once testing is complete, SizeSense.ai will be fully available for everyone to install and start using!

Before installing [SizeSense.ai](#) on your store, you should prepare



2. General Brand Size Guide

The General Brand Size Guide outlines the sizes you offer and the customer measurements that correspond to each size. For example, a Medium size might fit a customer with a bust of 96-102 cm, waist of 76-82 cm, and hips of 100-106 cm.

Single Brand? You only need one general size guide.

Multiple Brands? You'll need a separate size guide for each brand.

SizeSense uses these types of size charts as a reference to understand your target customer's measurements.

Example:

ATTITUDE157	
<p>XS (US 0-2)(UK/AU 4-6)(DE 32-34) (FR 34-36)(IT 38-40)(RU 40-42)(JP 7-9)</p> <p>bust: 33,8" / 84 cm waist: 25" / 64 cm hips: 35" / 88 cm biceps: 12" / 31 cm</p> <p>S (US 4-6)(UK/AU 8-10)(DE 34-36) (FR 36-38)(IT 40-42)(RU 42-44)(JP 9-11)</p> <p>bust: 35,5" / 90 cm waist: 27,5" / 70 cm hips: 37" / 94 cm biceps: 13,3" / 34</p> <p>M (US 8-10)(UK/AU 12-14)(DE 38-40) (FR 40-42)(IT 44-46)(RU 46-48)(JP 13-15)</p> <p>bust: 37" / 96 cm waist: 30" / 76 cm hips: 39" / 100 cm biceps: 14,5" / 37 cm</p> <p>L (US 12-14)(UK/AU 16-18)(DE 42-44) (FR 44-46)(IT 48-50)(RU 50-52)(JP 17-19)</p> <p>bust: 40" / 102 cm waist: 34,5" / 82 cm hips: 42" / 106 cm biceps: 15,7" / 40 cm</p>	<p>XL (US 14-16)(UK/AU 18-20)(DE 44-46) (FR 46-48)(IT 50-52)(RU 52-54)(JP 19-21)</p> <p>bust: 42" / 108 cm waist: 37" / 94 cm hips: 44" / 112 cm biceps: 17" / 43</p> <p>XXL (US 16-18)(UK/AU 20-22)(DE 46-48) (FR 48-50)(IT 52-54)(RU 54-56)(JP 21-23)</p> <p>bust: 45" / 114 cm waist: 39" / 100 cm hips: 46,5" / 118 cm biceps: 17,7" / 45</p> <p>3XL (US 20-22)(UK/AU 24-26)(DE 50-52) (FR 52-54)(IT 56-58)(RU 58-60)(JP 25-27)</p> <p>bust: 47,2" / 120 cm waist: 41,7" / 106 cm hips: 48,8" / 124 cm biceps: 19" / 48</p> <p>4XL (US 24-26)(UK/AU 28-30)(DE 54-56) (FR 56-58)(IT 60-62)(RU 62-64)(JP 29-31)</p> <p>bust: 49,6" / 126 cm waist: 44" / 112 cm hips: 51" / 130 cm biceps: 19,7" / 50</p>

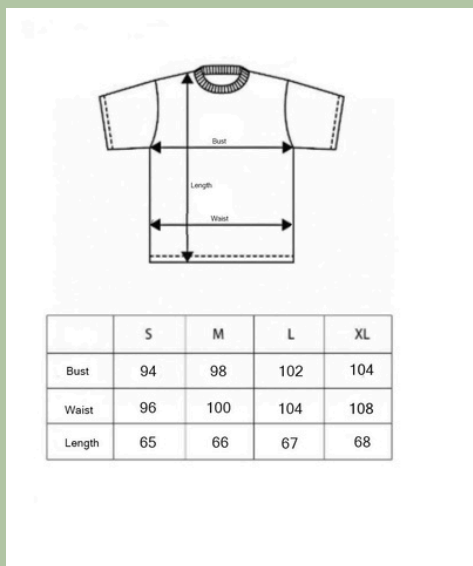


3. Product-Specific Size Charts

To provide personalized size recommendations, SizeSense needs specific garment measurements. These include bust, waist, and hip measurements for dresses, outerwear, and tops — and waist and hip measurements for skirts and pants. These are the mandatory measurements which SizeSense will need to provide your customers with accurate size recommendations.

You can source this data from your brand's tech specs or manually measure the products. Don't worry — if you need assistance, we're here to help!

Example:





4. Fabric Elasticity

The stretch of fabrics significantly impacts fit. You will need this information for each of your products. If you're not sure how to measure it, here's a quick guide:

Step 1: Lay the garment flat and measure its bust width in a relaxed state.

Step 2: Stretch the garment to its maximum and measure again.

Step 3: Calculate the difference in width, double it, and you've got the elasticity measurement for that area.

Remember, if your garment is made from multiple fabrics or has an interlined waistband, you'll need to measure elasticity in all areas where stretch might differ.

5. Get the Most Out of SizeSense

Once all the necessary data is in place, the SizeSense button will appear on your product pages, providing customers with accurate size recommendations. Even if some of your products are still missing data, SizeSense will work with the ones that are fully set up.



SizeSense

You can take a look at SizeSense here - <https://bit.ly/4jCSWWT>

If you are not sure how to measure your products, you can check out these videos.

SizeSense offers a series of short tutorial videos to help you easily install and set it up on your store.

If you're unsure how to measure your products, check out our tutorial videos below for guidance.

How to measure outerwear

<https://bit.ly/4iNikl2>

How to measure a dress

<https://bit.ly/4k3cXFS>

How to measure bottoms

<https://bit.ly/4jKaGja>

How to measure tops

<https://bit.ly/4k6iYBH>

We've created a full tutorial video series in the SizeSense App knowledge base to guide you through every step of the setup process.



SizeSense